

**Present:** Dwight Baker; Andy Bennett; Ray Day, Jr.; John Jensen; Sandy Paul-Lyle; Joan Sells, Chair; Tina Shereen, Vice-Chair; Mike Taylor

**Excused:** Hans Brandal; John Coney; Dave Elliott; Holly Plackett; Anirudh Sahni

**Absent:** Carla Saulter

**Staff:** Barbara de Michele, Community Relations Planner; Rob Fellows, Transit Planner; Sharron Shinbo, Marketing and Development project manager; Sharon Slebodnick, Supervisor of Metro Transit Route Facilities

Joan Sells opened the meeting at 6:05 p.m.

### **Bus Shelter Proviso**

Sleboadnick reviewed Metro's response to a bus shelter proviso in the 2007 budget, requesting that Metro begin to eliminate a back-log of qualified bus shelter sites that haven't yet received shelters. She distributed copies of documents presented to the King County Council on three occasions and reviewed progress on the overall goal. The cost of implementing the proviso is \$600,000, which Metro transferred from the budgets of other amenities, such as landing pads and benches.

Metro expects to eliminate the backlog by 2010 under the plan presented by Sleboadnick. Of 100 shelters constructed each year, 70 will be eliminated from the back-log list. However, she noted that due to increased ridership the number of qualified bus stops may also increase over the next few years and perhaps 50 more locations will qualify for shelters.

Metro is working on ways to share the costs of increased bus shelters. Some local cities are designing and helping to construct bus shelters (Shoreline is one example). In other areas, community groups and businesses support the costs of shelters. Finally, Metro is aggressively pursuing implementing advertising in bus shelters, and plans to begin a prototype in downtown Seattle and Bellevue within the next six months. Part of the evaluation of this project will look at the life cycles for lighted bus shelters, as well as their impact on lowering crime rates. Day suggested that Metro test public service announcements as part of the advertising in shelters.

### **Strategic Plan/Comprehensive Plan**

Fellows reported that the Executive Summary for the comprehensive plan has been sent to the Executive for review. Metro is planning a much wider review and rigorous public outreach process in 2008. For now, Fellows is aligning the language in the comprehensive and strategic plans. He provided his telephone number – 206.684.1449 and said he is available to receive input from TAC members at any time.

### **Bus Advertising**

Shinbo provided an update on the “bus wrap” issue. The staff proposal will go before the Budget committee and then to the Council of the Whole. Shinbo also said that staff will provide a demonstration bus in late August for TAC, ASAC and Councilmembers to view. Following Shinbo’s presentation, members reviewed a draft letter prepared by Saulter. Following the review, Taylor moved and Day seconded that the letter be approved and presented to the Council. Motion passed with 7 votes in favor and 2 opposed (see attached).

### **Committee Business**

- Ray Day Jr., and Andy Bennett were selected to present the bus wrap advisory letter to the King County Budget Committee on July 25.
- Mike Taylor gave a report on his presentation to the Regional Transit Committee regarding “The Bodies” bus advertising. He reported that the Council was very appreciative of the TAC’s involvement with this issue.
- The TAC voted unanimously to move the August meeting from the 14<sup>th</sup> to the 7<sup>th</sup>, due to a major construction project on I-5 that is scheduled for August 10<sup>th</sup> through 29<sup>th</sup>.

Sells adjourned the meeting at 8:25 p.m.

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**King County**

**Department of Transportation**

Metro Transit Division  
Community Relations and Communications  
KSC-TR-0824  
201 South Jackson Street  
Seattle, WA 98104-3856

July 11, 2007

The Honorable Bob Ferguson, Chair  
King County Council Operating Budget Committee  
The Honorable Reagan Dunn, Chair  
King County Council Transportation Committee  
King County Courthouse  
KCC-CC-1200  
Seattle, WA 98104

Dear Councilmembers Ferguson and Dunn,

We, the members of the Transit Advisory Committee, are writing to express our support of King County Metro's partial bus wrap proposal. We support the proposal for the following reasons:

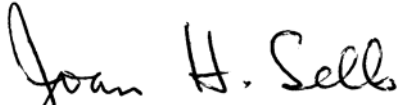
- **It addresses rider concerns.** Though there were a relatively small number of rider complaints about bus wraps (less than one percent of all complaints received by the agency in 2006), a majority of those Metro received were about the lack of visibility and lack of light that resulted from covered windows. The proposed wrap template leaves a large portion of each window uncovered, essentially eliminating both issues.
- **It is a risk-free source of revenue.** Taxpayers want government to emulate business and find creative ways (including public-private partnerships, which are a focus of the Transit Now initiative) to fund programs. The bus-wrap program is administered and paid for by the vendor. Metro does not have to sell or design ads—or even apply them to the buses. All of the revenue from bus wraps comes without cost or risk to the agency.
- **It will provide much-needed funds.** The decision to eliminate full bus wraps will cost Metro over \$700,000 per year. This, at a time of rising fuel costs and an operating revenue/operating expense ratio below the targeted 25%, is a substantial loss. Though the partial bus wraps (because they will cover less of the bus and require custom designs by advertisers) will provide less revenue than full bus wraps, they are projected to earn over \$450,000 in 2008. Although \$450,000 is a small amount in a large budget, it means more money for service hours, shelters, and other necessary programs.

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We are impressed by Metro's creative attempt to balance rider comfort and revenue demands. We therefore urge you to vote for this proposal.

Sincerely,

A handwritten signature in black ink that reads "Joan H. Sells". The signature is written in a cursive style with a large, looped initial "J".

Joan Sells, Chairperson  
King County Transit Advisory Committee

Cc     King County Executive Ron Sims  
         Members, King County Council  
         Harold Taniguchi, Director, King County Department of Transportation  
         Laurie Brown, Deputy Director, King County Department of Transportation  
         Kevin Desmond, King County Metro Transit Division General Manager  
         Jim Jacobson, King County Metro Transit Division Deputy General Manager  
         Betty Gullledge-Bennett, Supervisor, KCDOT Community Relations  
         Sharron Shinbo, Metro Transit Division project manager